

City of Lewiston Press Release

Members of the Media: Below please find a press release highlighting **College for ME's annual College Day, December 6th. Individuals who wear either college garb or a "The College for Me" sticker will receive a free small coffee at various eating establishments.** Any media coverage that you could render to help **"get the word out"** would be greatly appreciated. Thanks, Dottie

PRESS RELEASE

November 25, 2013

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FOR IMMEDIATE RELEASE

LEWISTON: **If folks in Androscoggin County want a free cup of coffee on College Day, December 6th, all they have to do is wear college garb or a "The College for Me" sticker.** This outreach is part of College for ME-Androscoggin's annual celebration of college-going sponsored by Bangor Savings Bank. Schools and colleges have been touting the wearing of college garb on College Day for several years, but this year, stickers will also be welcome, and a free hot cup of coffee is the positive consequence for wearing college garb or the sticker.

Why do this? College for ME-Androscoggin wants to bring awareness to those going to college, to those who have been to college, and to encourage others to attend college. College garb, for instance, for one's alma mater or that of a friend/family member is encouraged.

"The College for Me" stickers, upon which folks may write a college they or a friend/family member is attending/has attended, **will be available as of December 2nd,** at Auburn City Hall, 60 Court Street (lobby information window); Lewiston City Hall, 27 Pine Street in first-floor Administration; the Lewiston Public Library, 200 Lisbon Street; the Auburn Public Library, 49 Spring Street; and The Chamber, 415 Lisbon Street.

Businesses who have come on board to provide free coffee for those promoting college-going are:

- **Cumberland Farms (5 Locations Throughout Lewiston/Auburn)**
- Bread Shack, 1056 Center Street, Auburn
- Café Bread Shack, 97 Lisbon Street, Lewiston
- The Italian Bakery, 225 Bartlett Street, Lewiston
- Forage Market, 180 Lisbon Street, Lewiston

- Guthries Café, 115 Middle Street, Lewiston
- The Library Café (at Auburn Public Library), 49 Spring Street, Lewiston
- Masgali Restaurant (formerly Blue Nile), 259 Lisbon Street
- Rolly's Diner, 87 Mill Street, Auburn
- Starbucks, 35 Mount Hope Avenue, Auburn

College for ME-Androscoggin (C4ME-A) is a local non-profit working with 40 partners across Central Maine to significantly increase college access and attainment. For more information about College for ME or the pathway to college, interested individuals may visit: www.collegeformeandroscoggin.org

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